

SPRING / SUMMER 2011



The Atlantic Lady

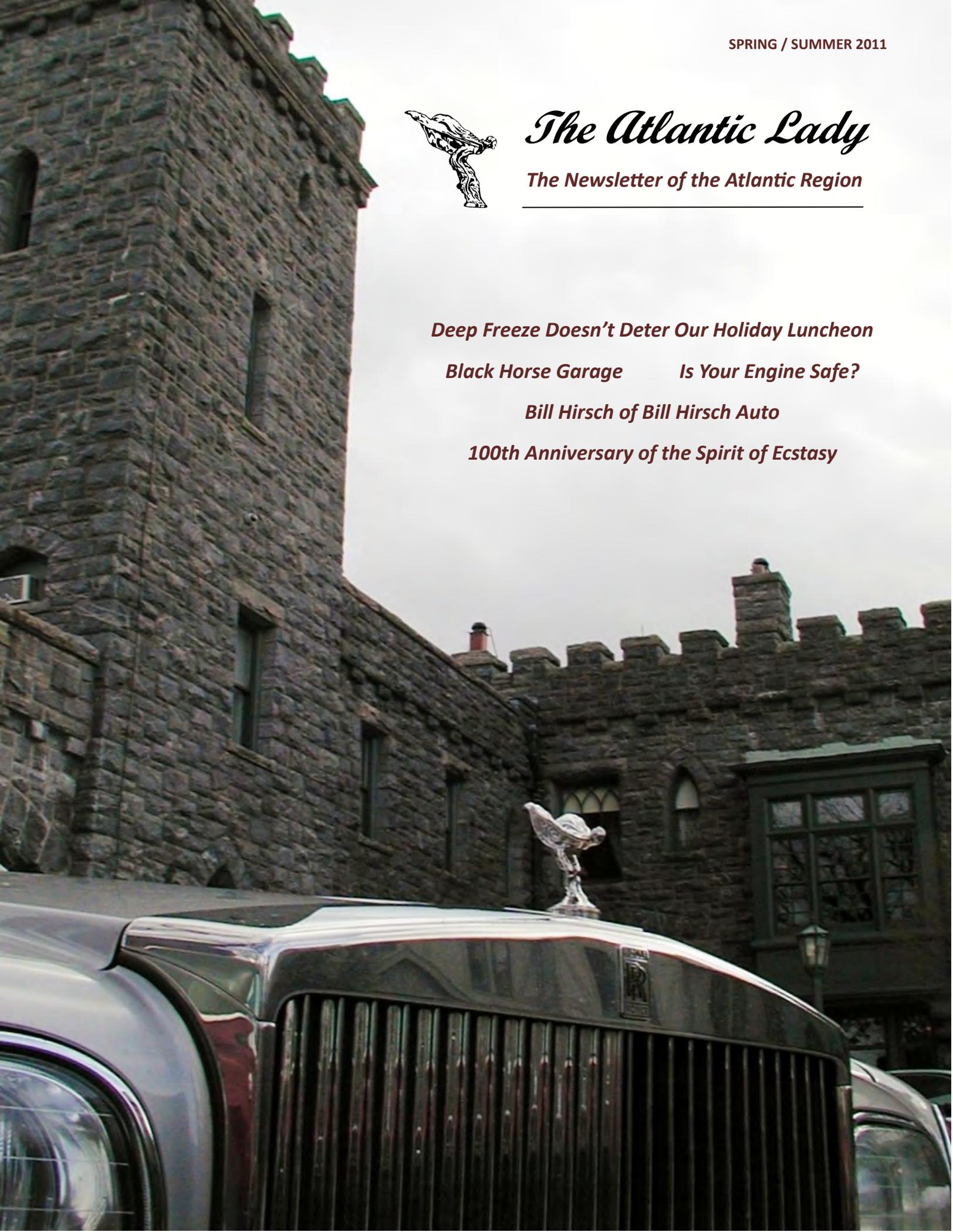
The Newsletter of the Atlantic Region

Deep Freeze Doesn't Deter Our Holiday Luncheon

Black Horse Garage Is Your Engine Safe?

Bill Hirsch of Bill Hirsch Auto

100th Anniversary of the Spirit of Ecstasy



ATLANTIC REGION RROC BOARD

2011

Chairman

James Morris
345 East 93rd Street
Apt. 27F
New York, NY 10128
jamie@bjmorrisny.com

Treasurer

Hugh Heller
468 Redmond Road
South Orange, NJ 07079
973-763-5573
hughmheller@aol.com

V.P. Membership

Joanne Goldman
52 Fairlawn Drive
Central Islip, NY 11722
516-626-2562
jkorm@yahoo.com

V.P. Technical

David Scott
302 Old Mill Road
St. James, NY 11780
631-366-6236
phantoms pares@optonline.net

Director-at-Large

Lew Cohen
58 North Racebrook Road
Woodbridge, CT 06525
203-397-8723
lcohen@capossela.com

Director-at-Large

John Tembeck
11 Dorchester Road
Rye, NY 10580
914-967-4556
john@jtjindustries.com

Director-at-Large

Dennis Barek
111 Clent Road
Great Neck, NY 11021
516-829-1426
dbarek@mindspring.com

Secretary

John Carter
50 Murray Street
Apt. 1316
New York, NY 10007
jtc0000@gmail.com

V.P. Activities

Charles Roy
1725 Newfield Avenue
Stamford, CT 06903
203-252-6712
charlesroy77@gmail.com

V.P. Judging

Peter Horvath
31 Bank Street
Sussex, NJ 07461
973-875-3273
pinkelfh@nac.net

V.P. Walker Fund

John Matsen
39 Sand Hill Road
Annandale, NJ 08801
908-236-6490
jmatsen@aol.com

Past Chair

Howard Krimko
435 East Shore Road
Kings Point, NY 11024
516-829-9486
wf2q@aol.com

Board Appointees

Webmaster

John Carter
50 Murray Street
Apt. 1316
New York, NY 10007
jtc0000@gmail.com

Editor, The Atlantic Lady

Joanne Goldman
52 Fairlawn Drive
Central Islip, NY 11722
516-626-2562
jkorm@yahoo.com

Consider Advertising in

The Atlantic Lady

Targeted Audience: Reach those who have immediate and future needs for your products and services.

Tri-State Representation: Your advertising dollars reach New York, New Jersey and Connecticut.

Your advertising supports *The Atlantic Lady* and the Region. Our membership recognizes your contribution.

The Atlantic Region is the largest region of the Rolls-Royce Owner's Club. This publication reaches over 300 households all located in the greater New York area. Many of our members own collector cars of all makes. If you want to reach this targeted audience, why not appropriate a portion of your advertising budget to *The Atlantic Lady*?

Our advertising rates schedule per issue is as follows:

Full Page:	\$180.00	Quarter Page:	\$60.00
Half Page:	\$100.00	Business Card:	\$35.00

Deadline for the Fall 2011 issue: July 15, 2011

For further information please contact

Joanne Goldman at

jkorm@yahoo.com or 516-626-2562

The Atlantic Lady is a publication of The Atlantic Region Rolls-Royce Owners' Club. The Atlantic Region is an affiliate of The Rolls-Royce Owners' Club, Inc.

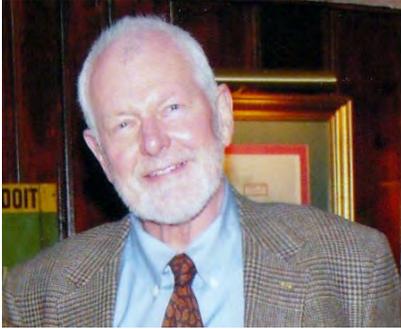
Articles reflect the opinion of the authors and do not necessarily reflect club or region policy. The Atlantic Region and editorial staff seek to publish accurate material, but neither assumes responsibility in the event of loss or damage from publication.

Should you wish to contribute articles to the next issue of *The Atlantic Lady* your completed material must reach the editorial staff for the Fall 2011 issue by July 15, 2011. Contact Joanne Goldman at jkorm@yahoo.com for more information or to send submissions.



CHAIRMAN'S MESSAGE

By Jamie Morris



RROC Atlantic Region Chairman
Jamie Morris
(Photo by Howard Krimko)

With the arrival of Spring, we are now well into our 2011 season, already with an outstanding, well-attended event to start the year in high gear. Our February meeting at Castle on the Hudson, which featured Mike Gaetano's informative presentation on the history of the Spirit of Ecstasy, was the highlight of a great event. We also found out that Chris Wadsworth, longtime Atlantic Region member and board member, was the architect who oversaw the renovation of the very room in which we had lunch! Small world, and as I've said before, the scope of interest and accomplishments of Atlantic Region members are a source of continuing amazement and pride.

We now have three Atlantic Region members on the RROC National Board: Howard Krimko is Vice-President, Regions, John Matsen is Secretary, and John Palma is Vice-President, Technical for Post-War cars. In addition, John Carter has been asked to join a committee to advise on national website issues. Congratulations to all, and thanks for their work.

By now famous for his evocative and sophisticated event announcements, Charles Roy, our Vice President for Activities, has a full schedule of exciting events planned for the rest of the year. Check them in this newsletter and on the website, and mark your calendars.

Special thanks go to Joanne Goldman, our redoubtable editor, for another splendid issue of the Atlantic Lady.

As always, it's our members who contribute event ideas, energy and attendance that make the Atlantic Region the vibrant club that it is. Drive your car, and see you at our next meeting!



FROM THE EDITOR

By Joanne Goldman

It took me a year and a few issues of *The Atlantic Lady*, but I finally made the official commitment to be your Editor-in-Chief. I hope you like the updated look of the publication. Thanks to **John Carter**, our new Distribution Manager, we have a new printer and mailing house. As Web Master, John will also be making improvements to the RROC website, so you'll be able to access *TAL online* — anytime.

By the time you read this publication, winter will be well behind us. The majority of Club events are on the horizon. **Charles Roy and Natalie Gingras** have filled the *Calendar of Upcoming Events* with new activities as well as long-standing favorites. Be sure to look for details of the Spring Tour hosted by **Glenn and Kristine Brukardt**.

In this issue, we celebrate the 100th anniversary of the "Spirit of Ecstasy" through event coverage of our winter luncheon at Castle on the Hudson with guest speaker and National member, **Michael Gaetano**. Read the article to see how **Chris Wadsworth** is connected with the luxury hotel and 5-Star restaurant.

If you missed the 2010 Holiday Luncheon and Annual Meeting, you'll want to read *Deep Freeze Doesn't Deter Our Holiday Luncheon*. Thanks go out to our Chairman, **Jamie Morris** for keeping the annual meeting moving along and for **John Matsen's** lovely awards for the 2010 Region Concours hosted by **Gerry Dolezar and Sonja Corbin**. All prize winners are also listed in the article. A belated congratulations to all!

National member, **John Buonanno** opened the doors to the Black Horse Garage in Bridgeport, CT. You'll get a taste of the facility's restoration work courtesy of *TAL* contributing photographer, **Stan Nayer**.

Speaking of photographers, special thanks to **Ed Goldman**, *TAL's* Chief Photographer, for amazing photography throughout the publication. Of particular note is the cover photo of **Bob Horowitz's** 2000 Rolls-Royce Silver Seraph (LAX-01703) which salutes the "Spirit of Ecstasy." There's also a nice parting shot of **Matt Sonfield's** 1935 Bentley 3 1/2 litre James Young drophead coupe (B24EF) in the Membership section. Incidentally, both won first place in their respective categories at the 2010 Atlantic Region Concours.

We're also grateful for the contributions of **Howard and Andrea Krimko** who round out the photography team. Howard, along with **John Palma, John Palmero** and **Tommy Palasciano** are all Atlantic Region members and *TAL* advertisers. **Hugh Heller** keeps finances on track as *TAL's* Treasurer.

Also in this issue, **Bill Wolf**, *TAL* Editor Emeritus caught up with **Bill Hirsch** of Bill Hirsch Auto. Mr. Hirsch has been a member of the Atlantic Region since 1971. The interview tells of how Bill Hirsch turned his passion for cars into a life-long vocation.

Admittedly, the last few issues of *TAL* have been light on technical articles. **David Scott**, our Region's V.P. Technical has jumped on board as a *TAL* contributing writer to talk about engine safety.

I hope you enjoy this issue of *TAL*. Please contact me at 516-626-2562, should you want to contribute in any way. Let us know what you think of the new and improved *TAL*. Your suggestions for stories and comments are always welcome and may be published in a future issue.



Joanne Goldman
Editor-in-Chief

The Atlantic Lady

The official publication
for the RROC Atlantic Region

EDITOR-IN-CHIEF

Joanne Goldman

SENIOR

CONTRIBUTING WRITER

& Editor Emeritus

Bill Wolf

CONTRIBUTING WRITERS

David Scott, Ph.D.

CHIEF PHOTOGRAPHER

Edward Goldman

PHOTOGRAPHERS

Andrea Krimko

Howard Krimko

Stanley Nayer

DISTRIBUTION MANAGER

John Carter

TREASURER

Hugh Heller

WEB MASTER

John Carter

TABLE OF CONTENTS

Chairman's Message	3
From the Editor	4
Black Horse Garage	6
Spring Tour	9
Deep Freeze Doesn't Deter Our Holiday Luncheon . .	10
2011 Calendar of Upcoming Events	15
Atlantic Region Membership News	16
Member Profile: Bill Hirsch of Bill Hirsch Auto	18
Castle on the Hudson	20
Marketplace	26
Is Your Engine Safe?	27
National News	28
RROC Foundation Letter	30

ADVERTISER GUIDE

European Foreign Classics Ltd.	Back cover
Floyd Nower	26
Howard Krimko	17
International Motor Car Repair	26
Madison Insurance Group	31
New Vernon Coach & Motor Works	26
Palma Classic Cars	26
Vintage Motorcars LLC	17

CORRECTION

The photo at right was misidentified in the 2010 Fall/Winter issue of *The Atlantic Lady*. Paul Dorval is admiring this lovely 1990 Corniche III, chassis # ZDX 30022 belonging to John Carter. *TAL* regrets the error.



LETTERS TO THE EDITOR

Send your suggestions or comments to *TAL*.

Email: jkorm@yahoo.com





BLACK HORSE GARAGE

By Joanne Goldman



Above: A sign greets members and sets the tone for the day as they enter the facility.

Members from the Atlantic Region were joined by the Yankee Region at Black Horse Garage in Bridgeport, Connecticut on a beautiful day in November. The Garage specializes in the restoration and maintenance of classic and vintage automobiles.

The event was hosted by our own VP, Activities, Charles Roy and his wife, Natalie Gingras. RROC National member, John Buonanno, provided a tour of the facility along with a light breakfast and lunch.

Highlights of the tour included examples of cars in various restorative processes including woodwork, metal fabrication and coach trim. John told anecdotal stories while leading the tour through the upholstery shop, detailing bay and coachwork area.

(All photos for this event by Stan Nayer)



Above Left: VP, Activities Charles Roy and John Buonanno kick off the event.
Above Right: John Buonanno makes a point with RROC members looking on.



Far Left: Hosts Charles Roy and his wife, Natalie Gingras.



Near Left: Ted Koly (left) and Lew Cohen (right).

Below: Members view freshly restored and meticulously maintained automobiles upstairs at the Garage as John Buonanno provides commentary.





The 40,000 ft. facility specializes in Rolls-Royces, Bentleys, Aston Martins, Ferraris and Porsches, among others. Several of our members who have won car show awards are diehard fans of the Garage.

Above the restoration area was a treasure-trove of show-worthy cars. These automobiles were either awaiting the return of their owners or fully restored and available for purchase.

After the formal tour, members were free to roam the facility and visit the Sales showroom a short distance from the restoration premises.



Top: Gerry Dolezar (left) and John Tembeck (right).

Left: Restoration of a Ferrari Daytona Spyder.

Below left: A 1985 Corniche with only 9,400 miles was "on hold" for a buyer.

Below right: Bob Karpel.





SPRING TOUR

BELVIDERE, NJ

Saturday, May 21, 2011, 9.30am

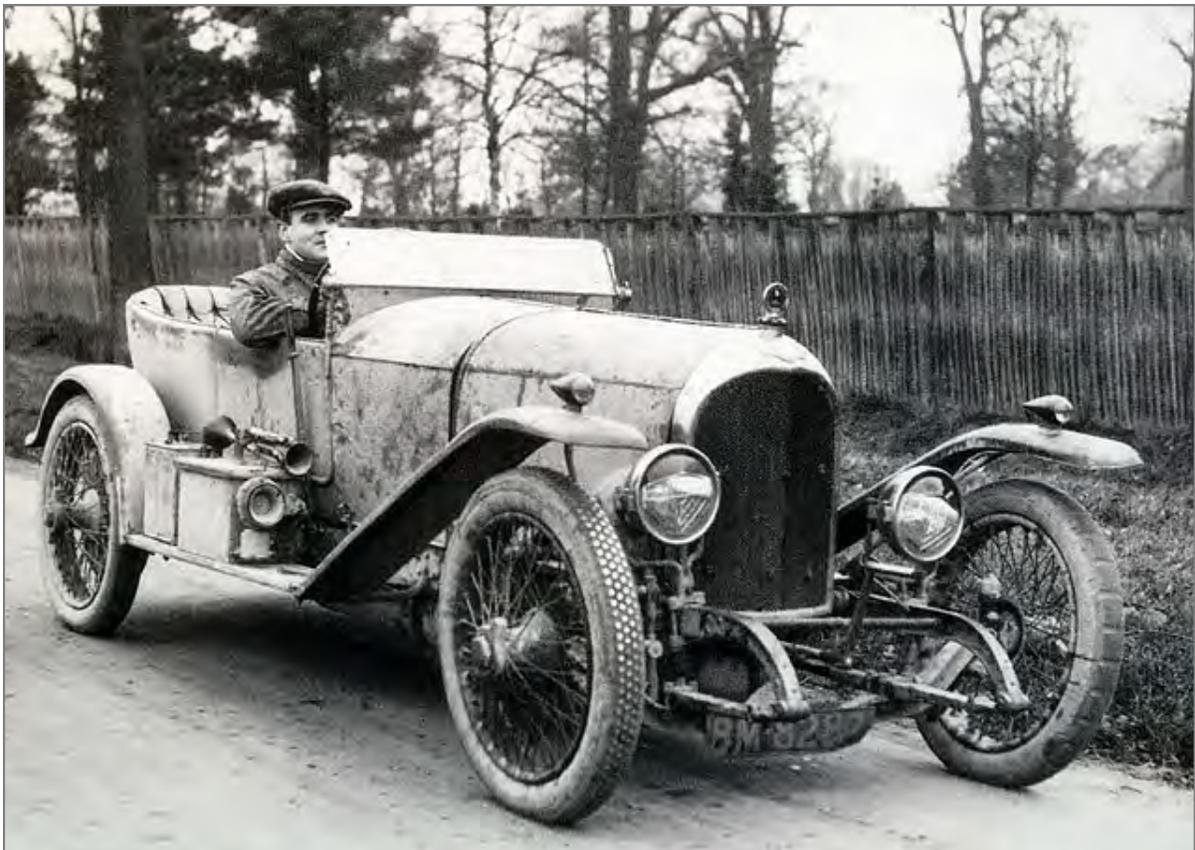
Hosts, Glenn and Kristine Brukardt

You are most cordially invited to attend our annual Spring Tour in historic Belvidere located in the heart of the Highlands of western New Jersey.

We will start the tour with breakfast at a restored Art Deco café built during the thirties and located at 251 Water Street, Belvidere, two blocks from the Delaware River. The café is at the street light, the only one in town . . . After a leisurely breakfast, you will receive your special “packet,” including a set of directions and cryptic clues, with questions to answer and riddles to solve, all while enjoying the rolling hills and quaint river and farm towns along the way.

This 2-hour jaunt will end in Belvidere, at Garret Wall Park, in front of the County Courthouse, where we will enjoy our picnics in this historic town square. Prizes will be awarded for the best and, of course, worst scores. Delicious desserts will be set up to reward all those who finish the course!

Please complete and mail the reservation form previously sent to you by Saturday, May 14. For more information, please do not hesitate to communicate with Charles Roy at 203 550-2035 or charlesroy77@gmail.com.



WO Bentley at the wheel of EXP1
Most likely, awaiting the start of a spring tour!



DEEP FREEZE DOESN'T DETER OUR HOLIDAY LUNCHEON

By Joanne Goldman



The holiday luncheon and annual board meeting was held on what was to be the start of one of the harshest winters experienced in the tri-state area in years.

Our Chairman, Jamie Morris, along with other warm-hearted volunteers, stood in the parking lot of the Indian Harbor Yacht Club, bearing the cold temperatures, and greeting members and their guests as they directed safe parking for our PMCs. The effort did not go unnoticed. It shows the dedication, hospitality, and moreover, their passion and respect for the Rolls-Royces and Bentleys that are the basis for our club. Their efforts resulted in a spectacular representation of PMCs outside the front entrance of the Yacht Club.

This page: Atlantic Region Rolls-Royces and Bentley's outside the Indian Harbor Yacht Club. *(Photos by Ed Goldman).*





This page: Members converse over lunch at the Indian Harbor Yacht Club. *(Photos by Ed Goldman)*



The warmth of the club members mingling about inside more than made up for the cold outside. The Greenwich, Connecticut location turned out a handsome crowd that hailed from all parts of the region.

Charles Roy, V.P. Activities organized the event with his wife, Natalie Gingras. The sumptuous lunch menu was meticulously selected by Natalie in collaboration with the Yacht Club's chef.

2010 Award Winners
Atlantic Region Annual Concours

NAME	PRIZE	CLASS	YEAR	CAR	MODEL	COACHBUILDER	SERIAL #
Col. Aleks Brzezanski	1st	114	1976	R-R	Silver Wraith II	Saloon	LRE23734
Gerry Dolezar	2nd	110	1953	B	R Type	Saloon	B97LSP
Paul Dorval	1st	115	1989	R-R	Silver Spirit	Saloon	SAK-27229
Edward Goldman	1st	113	1961	R-R	Silver Cloud II	Saloon	SZD477
William Gounaris	3rd	115	1985	R-R	Silver Spur	Saloon	NAE-09971
Norman Hathaway	1st	103	1928	R-R	Phantom I	Brewster Newmarket	S393KP
Hugh Heller	1st	110	1954	B	R Type	Hooper Saloon	B75ZX
Robert Horowitz	1st	117	2000	R-R	Silver Seraph	Saloon	LAX-01703
JoAnn Horvath	2nd	116	1996	R-R	Silver Spur III	Saloon	NAT58178
Stanley Nayer	2nd	113	1959	R-R	Silver Cloud	Saloon	LSJF58
Victor Nevins	2nd	115	1989	B	Turbo R	Saloon	KBX-26058
Rudy Rosenberg	1st	105	1938	R-R	Phantom III	Inskip Limousine	3DL20
Charles Roy	1st	116	1995	B	Continental R	MPW Coupe	BBS52289
Mark Rudes	1st	106	1934	R-R	20/25	Park Ward	GKC39
Dean Sanders	3rd	110	1954	B	R Type	Saloon	B126ZY
Matt Sonfield	1st	109	1935	B	3 1/2 litre	James Young Drophead	B24EF

The Region's annual meeting followed lunch. Jamie Morris announced the newly elected 2011 Board of Directors. (The 2011 Board is listed on the inside cover of this publication.)

There was no shortage of awards from the 2010 annual Atlantic Region Concours hosted by Gerry Dolezar and Sonja Corbin at the Seawanhaka Corinthian Yacht Club in July last year. (The event will be held at Seawanhaka again in 2011. See the Calendar of Events in this publication for details.)

(Photos by Ed Goldman)



Above: Dean Sanders receives a third place award for his 1954 Bentley R Type.



Left: Bob Horowitz receives a first place award for his 2000 Rolls-Royce Silver Seraph by John Matsen.

Below Left: John Matsen presents Hugh Heller a first place award for his 1954 Bentley R Type.

Below Right: Jamie Morris (back) looks on as Stanley Nayer receives his second place award for his 1959 Rolls-Royce Silver Cloud.





Above Left: The coveted Walker Trophy. *(Photo by Joanne Goldman)*

Above Right: Ann Wadsworth accepts a Certificate of Appreciation from Jamie Morris. *(Photo by Ed Goldman)*

The Walker Trophy was presented to Ann and Chris Wadsworth for their dedication, loyalty and service to the Atlantic Region. The award was announced by the prior year's trophy winners, Ed and Joanne Goldman, marking an unprecedented two years in a row that couples have received the award.

For many of us the deep freeze of the day was the last time we'd tour in our PMCs until months later when there were signs of Spring along with the dry, unsalted roads the warmer weather would bring.



Right: Chris Wadsworth with his award. *(Photo by Ed Goldman)*





2011 CALENDAR OF UPCOMING EVENTS

By Charles Roy

May 21 (Saturday) - Belvidere, NJ - *Hosts, Glenn and Kristine Brukart*
Spring Tour (see event details in this issue of The Atlantic Lady)

June 12 (Sunday) - Greenwich, CT
Picnic at the Greenwich Polo Club. Rain date, Sunday, June 26

June 18 (Saturday) - Lenox, MA
Dinner at the Village Inn, Lenox, MA - Tanglewood British Motorcar Festival
Organized by the Modern Car Society and the Yankee and Atlantic Regions.
Please visit www.tanglewoodmotorcarfestival.com for more information on this weekend-long event.
No separate invitation will be mailed for this event.

July 17 (Sunday) - Center Island, NY - *Hosts, Gerry Dolezar and Sonja Corbin*
Annual Atlantic Region Concours at the Seawanhaka Corinthian Yacht Club.
Rain date, Sunday, July 24.

August 13-18 (Saturday-Thursday) - Squaw Valley, CA
RROC National Annual Meet.

September 4 (Sunday) - Lakeville, CT
Picnic and Car Show, 29th Annual Vintage Festival, Lime Rock Park.

October 14-16 (Friday-Sunday) - Fishkill, NY - *Hosts, Ken and Zila Koswener*
A motoring weekend in the Hudson Valley.

November (on a Saturday) - NJ
Visit of a nationally renowned restoration supplies facility.

December 4 (Sunday) - Rye, NY
Holiday Luncheon and Annual Meeting at the Westchester Country Club.

Events are subject to change. Invitations are forwarded by mail.

For more information please communicate with
Charles Roy at 203 252-6712 or charlesroy77@gmail.com
or visit online our Region's section of the RROC Website, www.rroc.org.



ATLANTIC REGION MEMBERSHIP NEWS

By Joanne Goldman

In Memoriam

Dorothy Haug, widow of the late Frederick J. Haug, passed away on December 29th, 2010. She was 101-years old. Frederick was active in the Region for many years and was the recipient of the Walker Trophy in 1993. Upon his passing, Dorothy received life-time membership in the club.

WELCOME NEW MEMBERS

Dominick Colsanto
Glenn Trunkfield
Howland G. Blackiston
Harry Moran
Patrick Jehanno
Paul Morrissette
Nancy Piraneo
Jeffrey Walker

We look forward to meeting you!

CHECK OUT THE NEW AND IMPROVED RROC WEBSITE AT:

www.rroc.org

HAVE YOU MOVED?

Contact Eileen Dilger, RROC Headquarters
Call 800.879.7762 or email edilger@rroc.org

Reminder: Bring Your Name Badge to National (and Regional Events too!)

Atlantic Region name badge forms are now available online. Go to www.rroc.org.



GETTING THE MOST OUT OF YOUR MEMBERSHIP?

The best way to obtain and exchange information about Rolls-Royce and Bentley motor cars is to attend our club events. Go to www.rroc.org anytime for up-to-date event information in our region.

2011 Events of Interest

Greenwich Concours d'Elegance

June 4 - 5

Greenwich, CT

For information: 203.618.0460

www.greenwichconcours.com

Fairfield County Concours d'Elegance

September 17 - 18

Westport, CT

For information: 203.227.7988

www.fairfieldcountyconcours.com

Americana Manhasset Concours d'Elegance

Sunday, October 23

Manhasset, NY

For information: 800.818.6767

www.americanamanhasset.com



860-399-2311
860-399-2354 FAX

RICHARD WILLARD
President



2000 Boston Post Road, Westbrook, CT 06498
E-mail: vmotorcars@snet.net www.vintagemotorcarsllc.com

Matt Sonfield's Bentley at the 2008 annual Region concours held at Westbury Gardens in Westbury, Long Island.

(Photo by Ed Goldman)

Matt Sonfield has sold his 1935 Bentley 3 1/2 litre James Young drophead coupe (B24EF). This beautiful car graced many an Atlantic Region concours, among other club events. Matt told *TAL* that the car was sold to someone outside the Region. We can only hope that the new owner is a member of the National RROC and we will get to see the car at a National meet sometime in the future.

wf2q@aol.com

Howard Krimko
Collectible Automobiles

435 East Shore Road
Kings Point, NY 11024

516-233-9708
Fax 516-829-9486





MEMBER PROFILE: BILL HIRSCH OF BILL HIRSCH AUTO

By Bill Wolf

Connolly leather. Wilton carpet. English Broadcloth. For the Rolls-Royce and Bentley enthusiast, these conjure elegance, durability, and tradition. For those restoring these cars, the availability of either the genuine material or acceptable replacements becomes crucial. So it is good to know that one of our own—a member of the RROC since the late 1960s—has long been a welcome supplier for those in need. Bill Hirsch, of Bill Hirsch Auto, Newark, New Jersey, oversees a veritable treasure hoard for all of the above.



Bill Hirsch has been a member of the RROC since 1971.

To walk through the three floors of Bill’s warehouse—obviously well managed



Connolly leather at Bill Hirsch Auto.

and well maintained—becomes a delightful romp. Rolls of headlining material—the best the automotive world has to offer. There are still rolls of and drawers full of Connolly leather in an assortment of colors. And in the large office, overseen by Bill’s son, Jeffery—along with Molly, a friendly black lab—is found a library of original reference materials, books, brochures, catalogues, and samples, a library quite useful for those involved in the accurate restoration of classic motorcars.

Although Bill’s business is far from being exclusive to the Rolls-Royce and Bentley community, this is still a place worth exploring. In a business year, Bill supplies materials for roughly twenty-five Rolls-Royce interiors. And Bill assured me that he would be able

to supply the rear wood bow and tacking pieces for the Corniche—as well as the material needed to fabricate a new top.

Bill was born on August 7, 1928, but anyone visiting and talking with him would never suspect he has enjoyed over eighty summers. When he begins his tales of the opening and continuation of his business, the details and history come readily. The building itself has an interesting past. In 1904 it had been a nickelodeon; for five cents you could be transported to another world watching the “flickers.” The original building had the plaster decoration and frieze work, but that was later taken down. In 1947, Bill and his family converted the building for fur storage, and during the season, getting furs from fur shops throughout the area, they might handle 40,000 fur coats. The thick walls of the old building were suitable for such an enterprise—as they are now suitable for the storage of automotive interior products.

Bill first ventured into the automotive field when he was involved in restoring a 1930 Packard. When the engine was being restored, he needed some green paint—Packard Green. All of the knowing Packard enthusiasts refer to this color as Bell Telephone Green. But, of course, paint was needed that could withstand engine temperatures. Bill called around and found that Van Dusen Aircraft would sell him what he needed, but only if he bought

a ten gallon minimum.

Bill had the engine painted, and found that by canning the remainder in quarts, labeling it “Packard Green Engine Paint” and advertising it in *Classic Car Bulletin* he could—and did—sell out overnight. His cost per quart was \$1.60, including canning and labeling and he sold each quart for \$3.50—and the buyer had to pay the postage.

Soon this led to selling paint for many other automotive engines, and then Bill was involved in selling nitrocellulose lacquer—and Bill still has some in stock. Around this time he had visited Spain where he purchased a Silver Cloud I—purchased from an actual duke, by the way—and had it shipped through France. A fender was damaged—Bill thinks it was the right front—and he had trouble matching the paint and so he decided to paint the entire car. The leather and carpets had not been properly cared for. So when he began investigating his options, one thing led to another, and he became involved with a Wilton carpet manufacturer in England with whom Bill still deals. He was also able to find the original English broadcloth manufacturer and the Connolly leather. Soon afterward, Bill was contacted by Mr. Koch, the former mayor’s brother, about the possibility of supplying Hirsch Auto with additional Wilton carpet from a mill in England that he represented.

Later, unfortunately, the Silver Cloud was sold, but Bill Hirsh Auto eventually became known as the company to go to for supplying Rolls-Royce and Bentleys. Rolls-Royce of America in Lyndhurst, New Jersey, would call him; dealerships would call him. Rolls-Royce let Bill sell directly to dealers, and he was allowed to use the Rolls-Royce name and logo in his advertising. Bill has dealt with firms like Howard Hilborn and Tony Handler—names familiar to those involved with Rolls-Royce and Bentley. Again—it is nice to know that an Atlantic Region member contributes to keeping our cars on the road.

Besides visiting the store in Newark, I had the chance to visit with Bill and his wife, Berit, at their home in Morris Township, New Jersey. This lovely couple are contemplating downsizing as their children have left the nest, and there is a certain poignancy in talking with a man who is deciding the fate of various collections acquired over decades—miniature autos, beautiful automotive prints (Bill is a Darrin Coachworks enthusiast), a run of *Automotive Quarterlies*, and stacks of automotive literature.

Across the driveway is another collection—where will the three Cadillacs and the two classic Packards eventually be kept? Right now they are garaged in a large, well-planned, three-door building, which, incidentally, has a very fine, spacious apartment above. (As this property will be on the market in the not too distant future, anyone who feels that his present garage space is becoming cramped may wish to contact Bill.)

Considering that I was on assignment for *The Atlantic Lady*, I was a *bit* disappointed that no Rolls-Royce or Bentley graced his collection, but I cannot say that I was not charmed by the motorcars Bill had there—and I liked the idea that these cars are regularly driven. The rain coming down did not dampen our spirits. Soon it was time to go with well wishes and warm handshakes all around.



The author would like to thank Mr. Charles Feins and Mr. Bill Imre for their help in this endeavor.

Left: One of many shelves stocking Rolls-Royce supplies.

(All photos by Bill Wolf)





CASTLE ON THE HUDSON

By Joanne Goldman

The Atlantic Region celebrated the 100th anniversary of The Spirit of Ecstasy at Castle on the Hudson in Tarrytown, New York. The setting was lovely, despite a chilly winter wind and salty roads. Members with pre-war cars arrived in their “daily drivers” to avoid potential rust and erosion of their beloved PMCs. However, there was still a fine array of Region cars decorating the venue entrance.

The cold day was no match for the warm greetings among members who hadn’t seen each other since the Holiday Lunch in December. It felt even longer, with several severe snow storms in between. Those attending in the dead of winter came to see friends, enjoy the food and hear about the history of The Flying Lady by Modern Car Society Chairman, Michael Gaetano.



Above: Modern cars grace an entrance to the Castle on the Hudson.

(All photos for this article by Ed Goldman)



Left: John Carter's 1990 Rolls-Royce Corniche III, Chassis # ZDX30022 pays tribute to the Spirit of Ecstasy.

Below: A cheery sight on a cold and windy day.



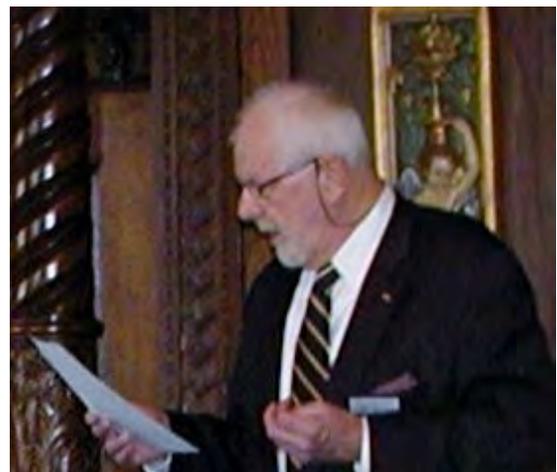




Above: Atlantic Region members dine at Equus, Castle on the Hudson's 5-Star restaurant.
Opposite page: Another enchanting photo of the Castle and our cars.

The event began with a reception, allowing members to leisurely arrive from all points in our Region. We adjourned to a private dining room at The Castle's restaurant, Equus, a Zagat-rated and AAHS Award Winning 5-Star establishment. The food did not disappoint!

Our illustrious chairman, Jamie Morris, introduced guest speaker, Michael Gaetano. Mr. Gaetano has held various positions within The Rolls-Royce Owners' Club. He is currently Chairman of the Modern Car Society.



Atlantic Region Chairman, Jamie Morris.

Mr. Gaetano told the story of The Spirit of Ecstasy, or “Flying Lady,” “Silver Lady” and “Emily,” as the Rolls-Royce mascot was also known. Designed by Charles Robinson Sykes, the true tale reveals a secret love affair between John Walter Edward Douglas-Scott-Montagu and Eleanor Velasco Thornton. The second Lord Montagu of Beaulieu was a pioneer of the automobile movement. He was also editor of *The Car* magazine around the turn of the last century.

The mascot was modeled after Eleanor, who was John Walter’s secretary. The Spirit of Ecstasy was officially unveiled on February 6, 1911. It was only four years later, on December 30th, 1915, that both Lord Montagu and Eleanor died en route to India on the SS Persia. Their ship was torpedoed by a German submarine off the coast of Crete.



Above: Michael Gaetano, guest speaker for the 100th Anniversary of The Spirit of Ecstasy both informed and entertained Atlantic Region members.

Left: V.P. Activities, Charles Roy with The Flying Lady.

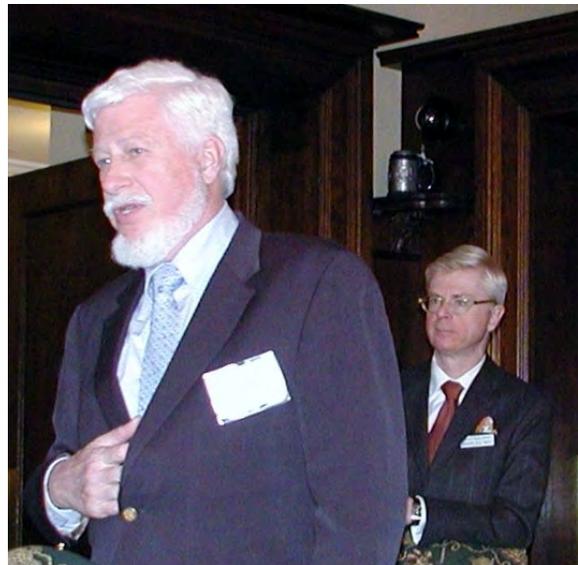
Editor’s Note: Detailed information in this article provided by Wikipedia, “The Free Encyclopedia.”



Above: A fine collection of Flying Lady mascots adorns the massive mantel at Castle on the Hudson. Mascots courtesy of Atlantic Region member, Paul Dorval and Michael Gaetano.

The program included a surprise speaker. Members were delighted to discover that our own Chris Wadsworth was one of the architects integrally involved in the multi-million dollar restoration of the Castle on the Hudson. Chris provided us with a brief synopsis of the massive project completed in recent years. The restoration of the historic landmark which dates back to 1897 now includes an expanded number of hotel suites with magnificent views and other amenities worthy of Yahoo! Travel's Top Ten Castles in the World.

Right: Chris Wadsworth speaks to members about the Castle on the Hudson renovation project while Charles Roy looks on.

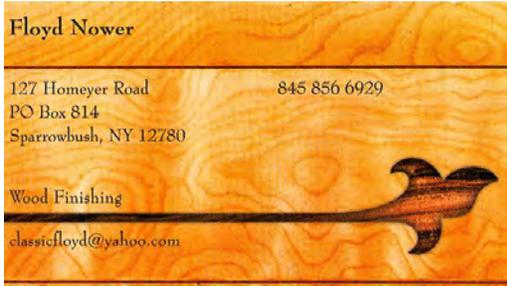




Floyd Nower

127 Homeyer Road 845 856 6929
 PO Box 814
 Sparrowbush, NY 12780

Wood Finishing
 classicfloyd@yahoo.com



New Vernon Coach & Motor Works
Superior Service & Repairs for all Imported & Exotic Cars

Steve Schade

960 Mt. Kemble Avenue Telephone: 973 425-0700
 Morristown, New Jersey 07960 newvernoncoach.com
 steve@newvernoncoach.com

904 Route 82 Office 845 226-9027
 Hopewell Junction, NY 12533 Cell 917 374-6437
 intjagrep@aol.com

International Motor Car Repair
 Jeff Palmero

Rolls-Royce and Jaguar trained mechanic
 Over 30 years of experience
 Located a few minutes from the Taconic Parkway
 Open 7 days a week



CLASSIFIEDS are free to members of the Region and will run until withdrawn or believed stale. Merchants, please inquire as to rates.

Quality...

Palma Classic Cars
 www.PalmaClassicCars.com



...begins and ends here!

The Preservation of Rolls-Royce Motor Cars
 529 West Kings Highway • Audubon, NJ 08106
 ph: 856 547-6522 • fax: 856 546-6137



IS YOUR ENGINE SAFE?

By David Scott Ph.D.

Numerous discussions have ensued with regard to which motor oil and its additives are best suited for use in vintage Rolls-Royce and Bentley automobiles.

With the ever-changing automotive industry, automobile manufacturers are now required by the EPA to install catalytic converters with a life expectancy of at least 150,000 miles, or face penalties. To achieve these goals, automotive manufacturers have pressured oil suppliers to remove substances from motor oils which would shorten service life including (zinc dialkyl dihiophosphate ZDDP) Zinc and Phosphorus. As a result of the EPA mandate the Zinc and Phosphorus levels in oil have been declining since the mid-1990's, about the time OBD II was introduced.



ZDDPlus helps protect
your engine.

ZDDP has been an important additive to motor oils since around the 1930's and does an excellent job of protecting the sliding metal to metal cam lifter interface. Historically ZDDP has been added to oils in amounts resulting in approximately 0.15% Phosphorus and 0.18% Zinc. ZDDP protects by creating a film on cams and flat lifter contact points. This film of Zinc and Phosphorus compounds provides a sacrificial wear surface, protecting the cam and lifter from wear.

According to SAE Tech Bulletin #770087, operation of a flat-topped engine without adequate EP additives such as ZDDP, quickly leads to lifter foot scuffing and cam lobe wear. Camshafts are typically only surface hardened leaving the core ductile for strength. According to the SAE Bulletin, once cam lobe wear reaches 0.020", subsequent wear is usually rapid and catastrophic.

Today, ZDDP has been removed from practically all motor oils, rendering them unsuitable for use with older engines with non roller lifters.

There are a number of after market ZDDP additives available today. One product which I found at my local NAPA store is sold under the brand name of ZDDPlus. According to the manufacturer's claims, it contains the proper amount of ZDDP to provide at least an 0.18% Zinc and 0.13% Phosphorus level when a 4 oz. bottle is added to 5 quarts of oil. This will afford the owner of a pre war or early post war Rolls-Royce or Bentley motor car total control over the choice of oil brand and viscosity.

Bearing this in mind, API oils have always been more than adequate for use in vintage cars. However, the removal of ZDDP has resulted in a clear change to that philosophy. It has never been necessary or desirable to include additives or supplements to any API rated oil. Current additive technology has yet to develop an EP anti-wear agent as effective as ZDDP. The use of this additive or a comparable additive is strongly recommended.

Information compiled from: SAE Tech Bulletin 770087 (Loren G. Pless, John J. Rodgers) cam and liter ware as affected by engine oil zdp, ZDDPlus LLC.

David Scott Ph.D. is the V.P. Technical for the Atlantic Region.





SPIRIT OF THE SIERRA

Rolls-Royce Owners' Club National Meet
100th Anniversary of the Flying Lady
Squaw Valley, Calif. Aug. 13-18, 2011



PRE-MEET
August 13-14, 2011
RROC NORTHERN CALIFORNIA REGION
www.rrocncr.net

Saturday August 13, 2011

Morning tour of a local private car collection, followed by **Lunch** at **Garwood's** lakeside restaurant
See master boatmakers **Sierra Boat Company**, specializing in the restoration of antique and classic wooden boats on Lake Tahoe.

Afternoon, visit the Gatekeeper's Museum, an eclectic collection of Tahoe history, including photographic collections, oral histories and transcription, newspapers, maps and written materials, letters, clothing, artifacts and furniture.

Late Afternoon, enjoy **wine tasting** featuring California wines.

MOONLIGHT DINNER on the **Tahoe Queen** Paddlewheeler and tour of the lake.



Sunday August 14, 2011

Starting with . . . CHAMPAGNE BRUNCH at a neighborhood restaurant in Squaw Valley.

Followed by a leisurely drive to **Emerald Bay**, the well-known scenic beauty spot south of Tahoe City, ideal for photo opportunities with your PMC.

Return via the **Maritime Museum at Homewood**, host to a vast collection of photographs and objects that span Lake Tahoe's maritime history, dating from the late nineteenth century, with displays of the opulent steamers that once ferried passengers, mail, and freight around the Lake. **View** many historic vessels which are significant not only to Lake Tahoe but to the maritime community in general. Many of the boats are lake-worthy and see service on Lake Tahoe's crystal blue waters during the summer.

Stroll-around Truckee and enjoy the shops, cookware, local arts & crafts.

See also Donner Lake Museum & State Park, site of the **Donner Party** winter ordeal. View wagons, historic artifacts and get a taste of the hardships of life on the trail.



RROC NATIONAL MEET
AUGUST 14—18, 2011
SUNDAY AFTERNOON — REGISTRATION — 2:00-5:00 pm.
WELCOME DINNER — SQUAW CREEK RESORT — 6:00-10:00 pm



Monday August 15

Bodie Ghost Town Drive or ride-share to Bodie, an original ghost town from the late 1880's. Bodie stands today in a state of "arrested decay," one of the last remnants of the gold rush era. Wander the streets, soak up the history and get a feel for the hard-living of the gold rush era. You will see homes abandoned by their owners, possessions left behind; clothing hanging on hooks, chips lying by the roulette wheel, the piano ready to play, whisky on the bar. Do you hear honky-tonk echoes in the rafters? Was that a footstep or just a creaky board? **Spook yourself out . . .**

Empire Mine Tour the museum, the mine workings, peek down a mine shaft, stroll the 13-acre showcase gardens and park, which will be in full bloom. See a scale model of the 367 miles of

underground tunnels, a "gold room" displaying ore samples from local mines, the Assay Office, and an extensive mineral collection. Tour the mine owner's "cottage" and get a taste of the mine-owner's life.

Historic Homes of Tahoe Tour some of the historic homes and mansions of Lake Tahoe. Relive the leisure and luxury of an earlier century.

4-Wheel Ride An exciting ride along the Rubicon Trail on 4-wheeler off-road vehicles. Brace yourself for the ride of your life!

Horseback Riding Too tired to hike?—need a lazy day? Mount up and take a nice easy ride through pines and mountain scenery, enjoy the peace and wildlife of the backwoods.

Shakespeare on the Beach For the culture-vultures, brush up your Shakespeare, enjoy a catered outdoor dinner, and theater under the stars.



Tuesday August 16

Virginia City Stroll-Around Once called "The Richest Place On Earth," offers glimpses of its splendid past at every corner. Visit underground mines, historic saloons, stately mansions open to the public, and old cemeteries. Take a walking tour of the Liveliest Ghost Town in The West or ride the V & T steam train or the trolley ride, both narrated, giving the history of the buildings as they pass by.



White Water Rafting An exciting 7-mile guided adventure down the Truckee River, out of Reno. Class 2-3 rapids.

Gymkhana Test your driving expertise in a series of driving tests and slalom courses in a fun and safe environment.

Tunnel Tour Meet the spirits of long-past owners and celebrities in the dimly-lit tunnels beneath the Cal Neva Resort. Turn a corner and feel the faint presence of Dean, Frank & Sammy swaggering toward a packed audience. Marilyn too.

Sailing Cruise An afternoon of relaxation, wind in the sails, and the sun at your back. Aah, Tahoe!



Wednesday, August 17

Thunderbird Lodge Ride a wooden boat across the waters to this historic mansion and learn of its colorful past. This narrated tour will guide you through the estate, bringing the past to life, take you down the 600 ft. tunnel to the infamous Card House, and open up the lifestyle of the time.

Paddle Wheeler Relive the glory of yesteryear on the spectacular blue waters of the lake on the Tahoe Gal as it gently carries you round the lake on a viewing of the historic houses and into Emerald Bay.

Carson City Catch the steam train at Carson City, pan for gold, set foot inside the Bucket of Blood Saloon & order two fingers of rye, ride on a stage coach, live the life!

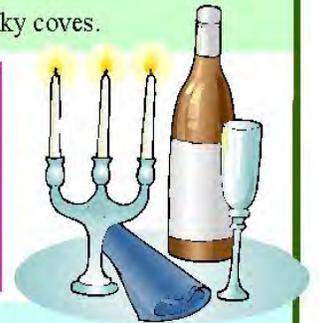
Kayaking Spend a serene afternoon gliding through cool clear waters discovering hidden beaches and rocky coves.



Thursday, August 18

THE BIG DAY!

**National RROC Concours & Judging
Awards Banquet & Drive-by**



Daily Activities throughout the week

Breakfast Runs Start with an early morning drive and enjoy a scenic ride to the lake. This is a ride-share event, club members are encouraged to share their PMC's, make new friends, and enjoy breakfast as the sun rises over the waters. Not to be missed!

Hiking Trails Daily hikes are planned, with varied ranges of difficulty. Each one offers spectacular views of the lake and mountain scenery. Get out there and ENJOY!

Golf Don't miss the opportunity to tee-off on the Robert Trent Jones Jr. golf course, ranked among the finest resort courses in North America. The 18 hole, par 72 Scottish-style links sits nestled in beautiful Squaw Valley meadow. The perfect opportunity to try for that hole-in-one. The advantage to the Squaw Valley elevation?—yup, the ball goes further.

Tennis There's a choice of 2 locations—play on the hotel's courts surrounded by shady pines, or else at High Camp, Squaw Valley's day-resort at the top of the mountain with scenic views of Lake Tahoe.

Tech Meets An array of experts will instruct, enlighten and educate on many aspects of your PMC.

Children's Programs throughout the week

Adventure Center Squaw Valley Adventure Center provides a multitude of activities, ropes course, climbing wall, zipline.

Float Trip A leisurely float down the Truckee River on inner tubes.

High Camp Swimming & skating at High Camp, and easy hikes with a picnic lunch.

MORE GOOD STUFF Train ride, pan for gold, stagecoach ride, mountain biking.

Friday, August 19 — Head west on Friday, your choice of the Blackhawk Car Museum at San Ramon, a little wine-tasting at Napa or a stop in San Francisco to ride the cable car, then take the coastal route to Pebble Beach for the Concours d'Elegance on Sunday, August 21. **What a week!**



HIGH CAMP
Top of the Mountain
Squaw Valley



The Rolls-Royce Foundation
189 Hempt Road
Mechanicsburg, PA 17050 U S A

An Open Invitation to all RROC Regions—from the Friends of the Foundation:

I would like to cordially invite all members of the RROC to appear at Headquarters on the third Saturday of any month and join the “Friends of the Foundation” in helping to maintain, repair and drive the cars in the collection. Currently, we have a dozen or so cars in the showroom ranging from a 1929 Springfield Phantom I limousine to a 1985 Silver Spirit saloon. We perform all routine maintenance such as fluid and filter changes, minor repairs to electrical, fuel, brake or steering systems, as well as washing and polishing. We then exercise as many cars on the local roads as time and weather permits.

There are currently 23 volunteer members of the Friends of which half generally attend on any given workday. They possess varying levels of mechanical skill, but plenty of enthusiasm for whatever they are assigned to do. We work in teams with a more experienced leader directing each project while everyone learns while doing. Only half our members are owners, but the rest are all looking for that “perfect deal” while learning what to look for in a car and what to avoid.

If any of the members would like to join us, you should arrive at Headquarters around 9:00 AM on the third Saturday of any month. If you need a place to stay, the RROC staff has a list of nearby motels and restaurants. Lunch is a group effort to which everybody contributes and someone will pick up at a nearby eatery. We would like to get to know the members better and we offer the chance to get your hands dirty working on cars like your own while you learn more about Rolls-Royce and Bentley systems. We also have tables full of parts you may want to peruse, and hopefully find that part for which you have been looking.

If you find yourself visiting or passing through central Pennsylvania, please take us up on our offer. I think you will find it an enjoyable and worthwhile experience.

Dick Jones
Chairman, Friends of the Foundation
717-264-7573
Rtjones65@comcast.net



Setting higher insurance standards for your luxury automobile

Your luxury automobile provides you with pure enjoyment; we make sure that doesn't change if you experience a mishap.

We represent the highest quality insurance carriers available.

We will design a policy that provides "peace of mind protection" for your cherished possessions. For example:

- Agreed Value— you assign total loss payoff amount
- OEM parts— original manufacturer parts (not generic)
- Choice of Repair Shops—use your favorite shop for repairs
- Rent a comparable replacement vehicle—no daily limit
- Road Service and even overnight expenses if stranded
- High Liability limits
- Competitive pricing

Contact us for a complimentary review.

Madison Insurance provides personal insurance services to high net-worth individuals and families (fine homes, luxury automobiles, yachts, aircraft and collections).

Please contact Greg Niccolai

973.200.4761

greg@madisoninsurance.com
madisoninsurance.com

65 Madison Avenue, Suite 200, PO Box 1940, Morristown, NJ 07962-1940

The Atlantic Lady
52 Fairlawn Drive
Central Islip, NY 11722

Presorted
FIRST CLASS
U.S. POSTAGE
PAID
Clarendon Hills, IL
Permit No. 14



European Foreign Classics Ltd.

**Specializing in Rolls-Royce &
Bentley Motorcars**

**Service - Maintenance - Restoration
Pre-War to Current Series Specialists**

**Brake and Hydraulic System Overhaul
Electrical System Repair & Re-Wiring
Fuel injections & Carburetor Overhaul
Engine/Transmission Service & Overhaul
Custom Accessories for Interior & Exterior
Full Detailing & Polishing Services
Heating & A/C Systems Repair Services**

- Other Available Services -

**24 Hour Emergency Flatbed Towing
Collision & Paint Refinishing**

**Our New Painting Facility and our expertise
results in some of the most beautiful examples in
the region!!**

20+ Years of Rolls-Royce & Bentley Experience

***The pride we take in our work is only surpassed by
seeing your resulting pride of ownership!!!***

**Thomas Palasciano - Owner & Principal
European Foreign Classics Ltd.**

**325 Great Neck Road
Great Neck, NY 11021
(516) 829-6200 FAX (516) 829-6815**

***On the cover: Bob Horowitz's 2000 Rolls-Royce Silver
Seraph (LAX-01703) at the Castle on the Hudson event
honoring the 100th anniversary of the Spirit of Ecstasy.
(Photo by Ed Goldman)***